



2018 March,  
1-4

# EXHIBITION REPORT

*Let's*  
**BEAUTY**



# Beauty 2018



**Organizer:** IEC Moldexpo SA

**Partner:** Dream-Lashes Moldova

**Media support:** Aquarelle.md, AllLady.com, BeautyClub.md,  
Beautyeurasia.com, Estetica.ro, Formula-krasoti.md, Mireasa.md,  
Mirnevest.md, Sanatatea.md, Splendid.md, Unica.md, Wedsale.md



BeautyEurasia



SPLENDID

all lady

ESTETICA



UNICA.md

BEAUTY  
club

Журнал о красоте, здоровье и совершенстве  
FORMULA  
www.formula-krasoti.md

Sanatate  
ЖУРНАЛ ДЛЯ ВСЕЙ СЕМЬИ

wedsale.md  
Первый в Молдове портал свадебных скидок



# The exhibition in figures



**Exhibitors**



154



Moldova  
Romania  
Ukraine

**Visitors,  
including 45%  
professional visitors**



22700



**Exhibition area  
(sq m)**



2367

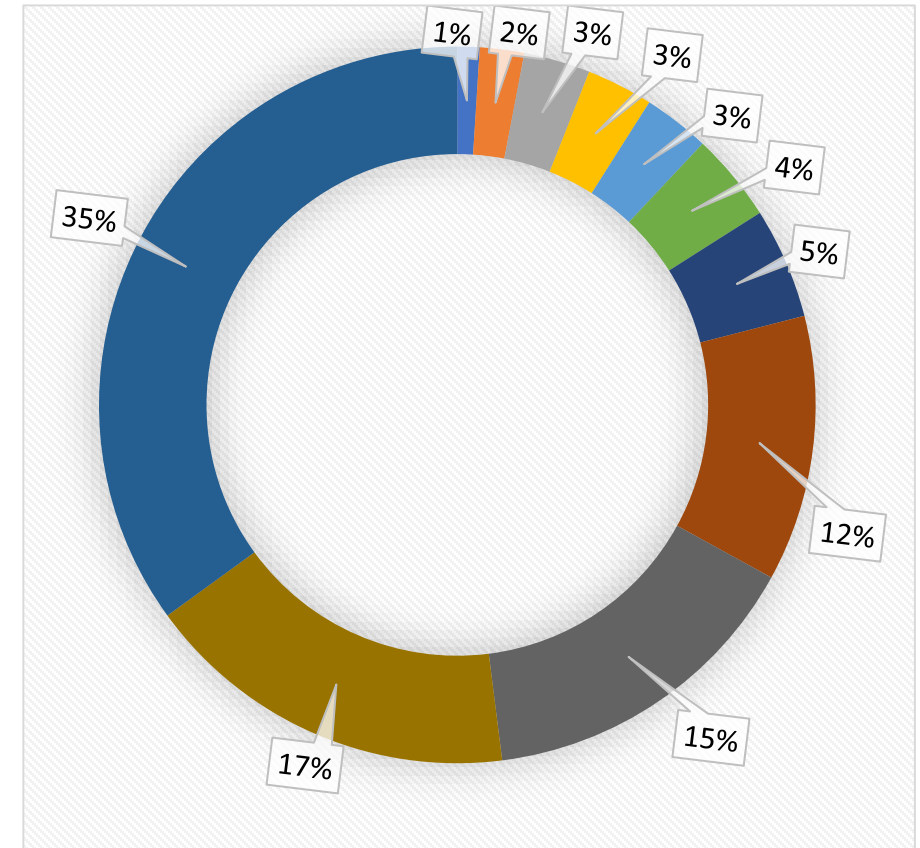


## Exhibitors' profile

- 35% - professional cosmetics, care products, perfumes
- 17% - nail modeling services
- 14% - decorative cosmetics
- 6% - beauty salons and centers, related equipment
- 6% - hair care cosmetics
- 5% - accessories, jewelry
- 4% - epilation products and services
- 4% - lashes extension products, tattoo
- 4% - mass-media
- 3% - householding products
- 7% - other

«Firstly, BEAUTY is irreplaceable for the image of companies. Secondly, stylists always come here, with a competent approach and the right organization, you can sell products and also successfully promote new beauty technologies. We did great at the exhibition. In my opinion the organization was impeccable, a special thanks to the excellent Moldexpo team».

*Anastasia Butcovscaia,  
General Manager Vizaje-Nica*



# Goal of participation in the exhibition

Looking for new clients.....	73%
Launching new products / services on the market.....	68%
Consolidating the image on the market.....	61%
Selling products / services .....	61%
Looking for partners.....	46%
Identifying customer preferences .....	43%
Assessing the market and the competition .....	33%
Maintaining existing contacts .....	30%



«The exhibition was wonderful. We met with our regular clients: cosmetologists, hair removal specialists, etc. That's what such events are important for - here we can feel the support of our regular customers, as if they were giving us a signal "we are with you, you are the best." It's very gratifying to see that you are not working in vain, because there were also a lot of our competitors around. By the way, it was very important for us - to see how our competitors work at the exhibition, what they brought here, what they offer. In general, there was a lot of work - the stylists were inquiring about our professional trainings, about specifics of working with our products. So, the exhibition has become for us a professional feast, rather than work».

*Tatiana Parlicov, Executive Director  
Ghizela SRL*



## Effectiveness of participation in the exhibition

**76% of exhibitors have largely achieved their goals by obtaining new contacts and partnerships.**

**96% of exhibitors have expressed their willingness to participate in Beauty 2019**



“It was incredible - we had so many visitors that I did not even have time for a drink of water. Most stylists are already well acquainted with our materials, they came to purchase, they filed orders. To say that we are happy is to say nothing. And, of course, communication - there were a lot of our regular customers who exchanged news, even managed to share tips ... It's very cool that there is such an event for professionals. Thanks to the organizers!».

***Olga Dimov, Administrator,  
Center for the supply of  
beauty salons Bi Brands SRL***

## Events at the exhibition

- **ProfiStyle Event** – area for presentations of new products and services;
- 6<sup>th</sup> International **championship LASH & BROW** in lash extension and eyebrows microblading. Organizer: Dream-Lashes Moldova;
- 57 **master-classes** and **presentations** at exhibitors' stands;
- **Seminar «Beauty Date»** with Iuliana Sandu. Organizer: Make-up Academy «Beauty for Life» Sandu Iuliana;
- **Seminar «Podology in the pedicure salon»**. Organizer: Medazur Academy;
- Business Networking Event & Fourchette in the format **Beauty Land**;
- Contest **«Beauty Look»**. Winner – **Ecaterina Poimțeva**;
- **11 contests** on Facebook jointly with exhibitors.



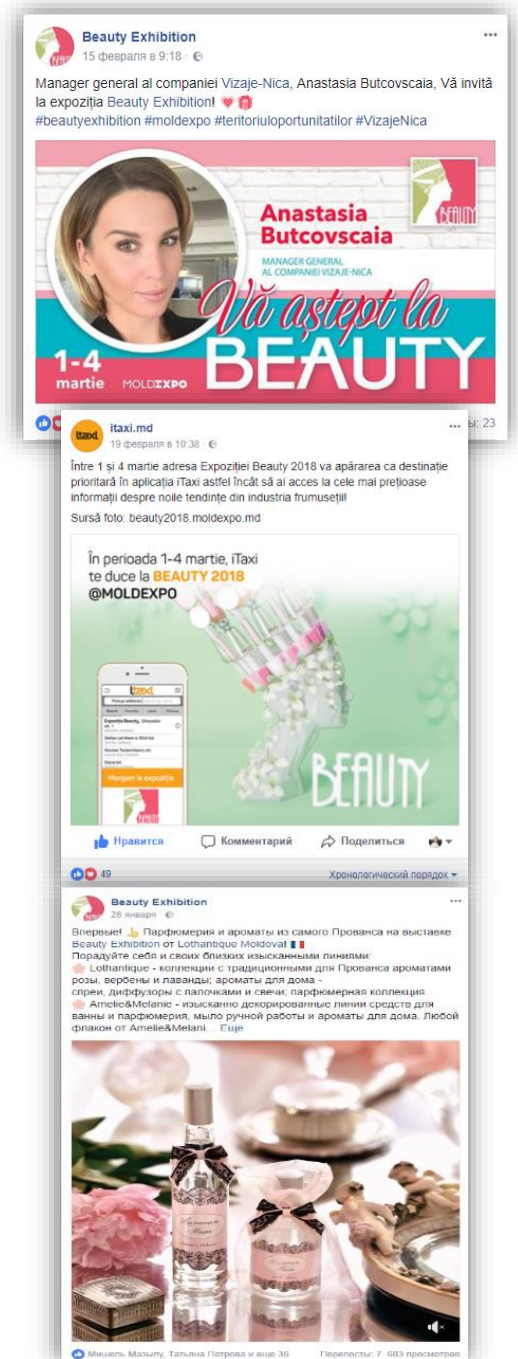
# Promotion tools

## Online promotion

- 11 contests on Facebook jointly with exhibitors;
- Promo action «I am going to Beauty» - placing on the profile photo the appeal «I am going to Beauty»;
- Promo action «I'm waiting for you at Beauty» - jointly with exhibitors;
- Direct-mail;
- PR campaign on the site of Moldexpo;
- Posts related to new products and offers of exhibitors on Facebook and Instagram;
- Advertising campaign on specialized sites;
- Google Adwords.

## Offline promotion

- Beauty-Taxi – from February 15 to March 1, each passenger of the taxi service Itaxi received a ticket to the exhibition with 50% discount;
- Mailing by post invitations to specialists in the field;
- Advertising campaign on TV and radio.





# Offline advertising campaign

## Advertising campaigns on TV and radio channels

### Channels

Aquarelle FM

Kiss FM

Jurnal FM

HIT FM

Новое Радио

RTR Moldova

Jurnal TV

Pro TV

THT Exclusiv TV

NTV Moldova

### Broadcastings

105

70

70

70

63

82

70

50

30

18

### Video reports

Jurnal TV

Pro TV

CTC

Publika TV

TVC 21

Noi.md

1.03.2018

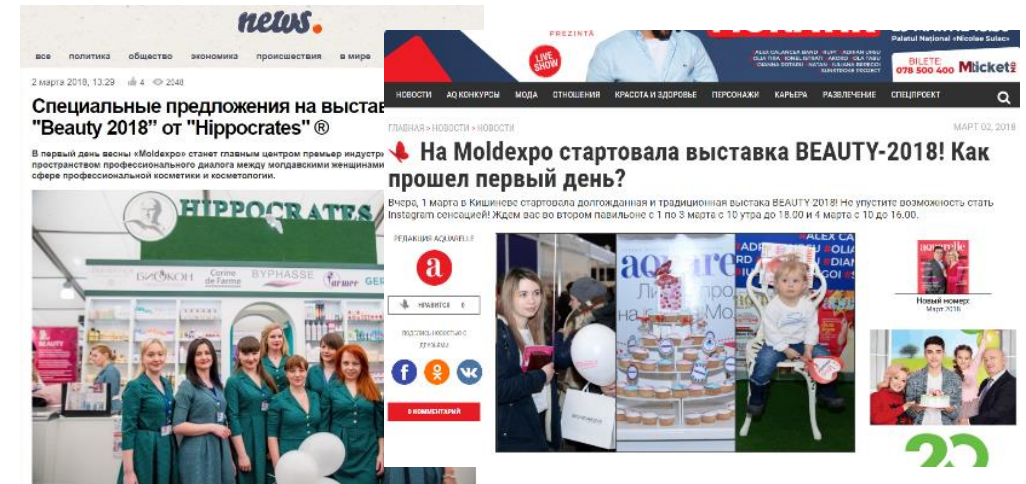


## Specialized internet platforms:

Aquarelle.md, AllLady.com, BeautyClub.md,  
 Beautyeurasia.com, Estetica.ro, Formula-krasoti.md,  
 Mireasa.md, Mirnevest.md, Sanatatea.md,  
 Splendid.md, Unica.md, Wedsale.md

## Info internet platforms :

Afisa.md, Aif.md, AllMoldova.com, Allfun.md,  
 Biznes.md, Forum.md, Kp.md, Madein.md,  
 Mama.md, Moldova-today.com, Mybusiness.md,  
 Neogen.md, 999.md, Noi.md, Numbers.md,  
 Point.md, Play.md, Semia.md, Vedomosti.md, Yellow  
 Pages of Moldova



# CBC on Expo – creating business contacts

## Tools of the program:

- **Business Networking Event** - an event for establishing primary business contacts between exhibitors;
- **Program «Professional visitor»** - a special service for attracting visitors to the exhibitor's stand. In the framework of the program more than 350 pre-arranged business meetings were held;
- **Catalog of novelties** - the catalog included new products and services, first presented at the exhibition. The catalog is a visitors' guide to the stands with novelties;
- **Promotion of exhibitors prior to the exhibition** - personalized online advertising campaigns for exhibitors aiming to attract the target audience to exhibitors' stands.



# Direct-mail



## До встречи на BEAUTY - 2018!

До выставки BEAUTY EXHIBITION - 2018 осталось еще два с половиной месяца, но мы уже с нетерпением ждем следующей встречи с Вами!

В этом году любовь к красоте с нами разделила 21500 посетителей из Молдовы, Беларуси, Грузии, Румынии, России, Турции, Украины и Франции! 150 участников beauty-индустрии из пяти стран мира радовали Вас своими новинками и специальными предложениями! Мы очень рады, что Вы с нами и поддерживаете нас!



## BEAUTY - 2018 - красота без границ!

Выставка 2018 года удивит Вас своей насыщенной программой и широкой тематикой. Мы готовим для Вас интересные мастер-классы на стендах участников, чемпионат по наращиванию ресниц Dream Lashes, чемпионат по эпиляции Sweet Epi! и много другое — следите за нашими новостями!

Для Вас будут работать три павильона: центральный, павильон №2 и павильон №3, в которых будут представлены - декоративная и лечебная косметика по уходу за лицом и телом, средства по уходу за волосами и ногтями, профессиональное оборудование и материалы для индустрии красоты, а также, именно у нас, Вы сможете протестировать новинки 2018 года и получить консультации лучших специалистов!

Ознакомьтесь ниже с тематикой выставки наступающего года!

### Тематика выставки



Бесплатный билет на выставку Вы можете получить уже сейчас! Для этого Вам необходимо пройти экспресс-регистрацию и получить на указанный Вами E-mail персональное приглашение. А для того, чтобы всегда быть в курсе событий приходящейся выставки, подпишитесь на наши странички в Facebook и Instagram.



## A mai rămas o zi până la sosirea primăverii! A mai rămas o zi până la expoziția BEAUTY 2018!

Primăvara...cât cuprinde acest cuvânt...Este perioada când totul înflorește, e timpul inspirației, dragostei și...frumuseții!  
Așteptăm primăvara cu nerăbdare, doar pe 1 martie începe cea mai frumoasă și mai așteptată expoziție - Beauty Exhibition!



## Pentru dvs: 3000 de branduri, 200 de participanți, 3 pavilioane și 4 zile pline!



În toate cele 4 zile de expoziție la standurile participanților și în zona "ProfiStyle" se vor desfășura master-classuri de cosmetologie, coafură, make-up, modelare și design al unghiilor, epilare și lash&brow măiestrie.

Fiecare participant va prezenta noutăți din domeniul beauty-industriei: produse pentru ten, corp și păr. Vă așteaptă prețuri speciale, tombole și multe surprize!



## Впервые Medazur Med Spa и Medazur Academy представляют подологию в Молдове!

Приглашаем всех мастеров по педикюру на семинар методиста Института подологии "SUDA" г. Киева: "Подология в кабинете педикюра".

В рамках семинара будут обсуждаться следующие темы:

- Актуальные проблемы кожи стоп и ногтей и их решение;
- Домашний уход и профилактика таких проблем, как гиперкератоз, гиперидроз, мозоли, бородавки, трещины, вросшие ногти и диабетическая стопа.

Вас ждет открытое обсуждение интересующих тем и ответы на любые вопросы, а также знакомство и обмен опытом с коллегами по индустрии.

Стоимость семинара - 400 лей.

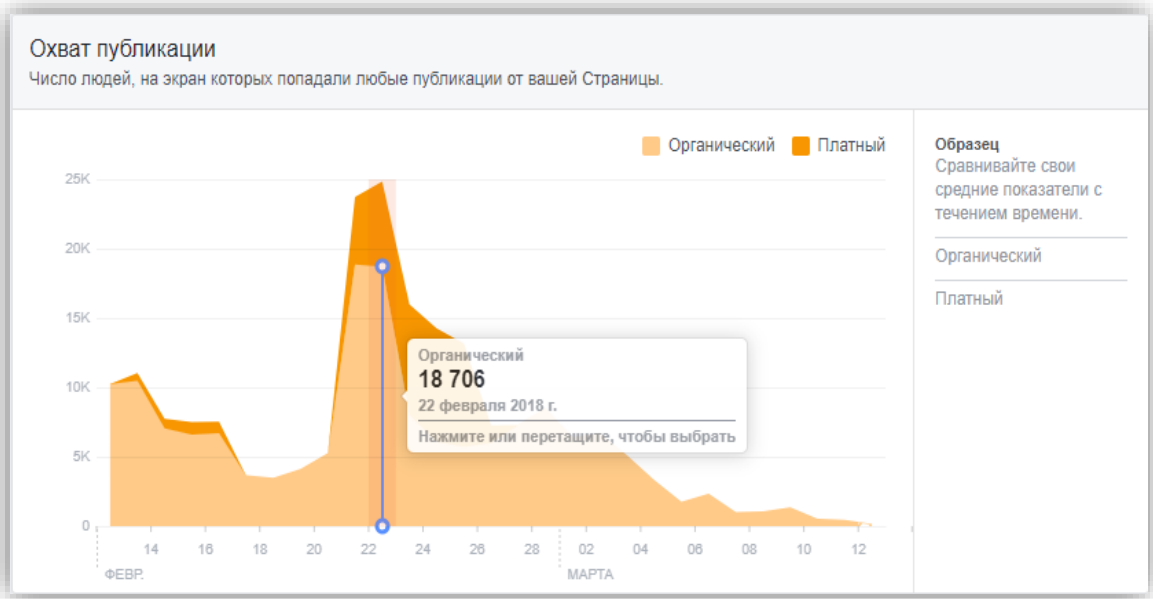
Место и дата проведения - 4 марта, с 10:00 до 16:00, конференц-зал CIE Moldexpo (1 павильон).

\*Предъявителю флаера - скидка 50 лей! Получить флаер можно на рецепции Medazur Med Spa и на стенде Medazur Academy - CIE Moldexpo, 3 павильон.



Mailings on a database of 31 667 specialists and end consumers were made!

# Impact on the audience as a result of advertising on the web page of the exhibition



22.02.2018 14:13	Стань обл	5,6K	43 23	Посмотреть продвижение
22.02.2018 8:59	ATEN	20,8K	1,3K 1,7K	Поднимать публикацию
21.02.2018 12:53	С 1 по 4 м	1,2K	42 27	Поднимать публикацию
21.02.2018 10:45	SUR	27,7K	1,4K 2K	Поднимать публикацию
21.02.2018 9:30	Всего неде	7,7K	286 163	Посмотреть продвижение
20.02.2018 18:21	Bruno Vass	2,3K	142 62	Поднимать публикацию
20.02.2018 12:00	Приглаша	795	14 19	Поднимать публикацию
20.02.2018 11:44	Calea ta spr	2,1K	165 95	Поднимать публикацию
20.02.2018 9:27	У каждого и	1,2K	82 44	Поднимать публикацию
19.02.2018 18:39	Iuliana Ma	988	55 13	Поднимать публикацию
19.02.2018 15:21	Moldova a	778	26 19	Поднимать публикацию
			123 55	Поднимать публикацию
			40 26	Поднимать публикацию

СТАТИСТИКА С 22.01.2018

119 тыс. Охват | 7,9 тыс. Просмотров | 4,2 тыс. Ответов

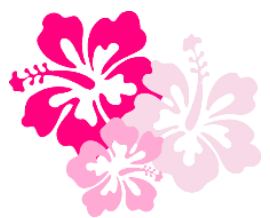
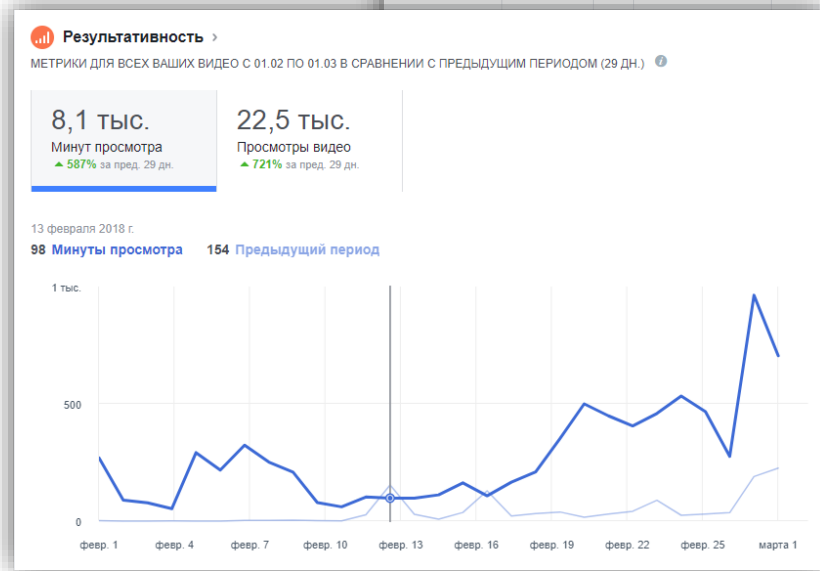
## Beauty Exhibition 2018

Доступно всем · Организаторы: Beauty Exhibition

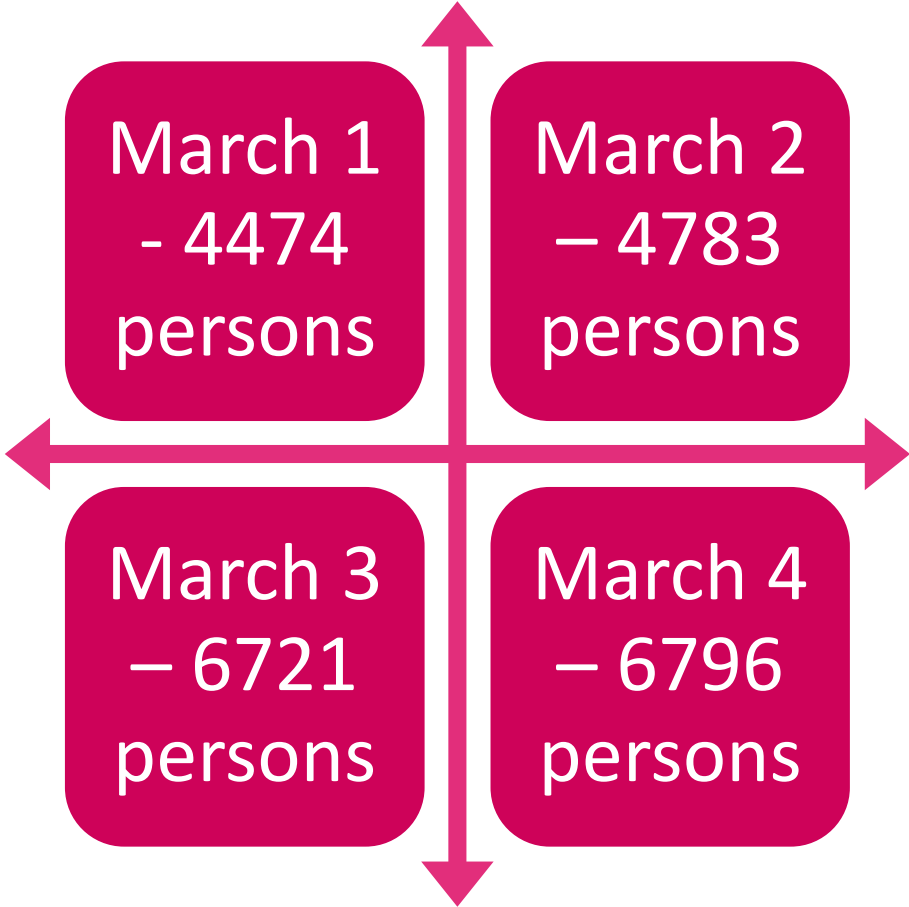
Интересует

Каждый день, с 1 марта по 4 марта  
Мероприятие завершилось около недели назад

CIE Moldexpo  
Str. Ghicellor, 1, 2012 Кишинев



# Daily flow of visitors



**43% - loyal visitors**  
**65% - found out about the exhibition on Facebook/Instagram**

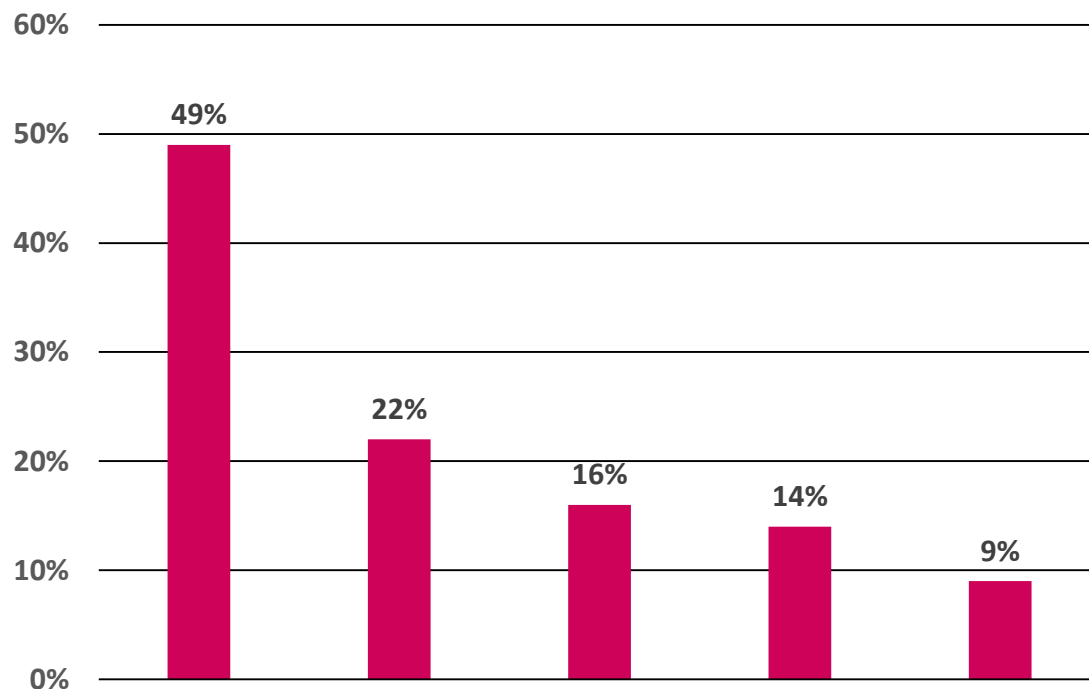


# Reasons for visiting (based on survey's results)



- Purchasing products /Looking for new suppliers
- Wholesale purchases
- Getting acquainted with new products
- Attending master-classes
- Meeting with business partners

- 49%
- 22%
- 16%
- 14%
- 9%



**Роза Антипова** добавила 25 новых фото — 😊 в хорошем настроении с Vasile Dubencu и еще 7 в Beauty Exhibition. 3 марта в 21:39 · Кишинёв · 🌐

Я сегодня с корабля на бал. Ночью прилетела из Казахстана и днём на выставку. Много, много приятных встреч, обнимашек, подарков! Как здорово встречаться с приятными людьми и коллегами! Практически на каждом стенде новинки. Теперь я жду новую партию прямых, неоновых красителей. SvitolArt NailProducts! Не забудьте мне позвонить. Появился новый лосьон для стимуляции роста волос. Приходите ко мне на энзимный пилинг кожи головы и сделаем стимуляцию. Хочу обратить внимание на Чистовые РасходныеМатериалы. Очень приятные партнёры! Всегда во время доставка и для постоянных клиентов есть два вида скидок. Рада была видеть наших ведущих преподавателей по макияжу. Ещё раз обнимашки и сэлфи. Правда для того, чтобы увидеть всех, нужно ходить каждый день на выставку 😊. А для тех, кто меня потерял-я уже в городе, звоните, записывайтесь. У нас уже календарная весна!

Visitors were interested in (based on survey's results)

- Professional cosmetics
- Hair care products
- Decorative cosmetics
- Nail care / modeling products
- Epilation products
- Perfumery
- Beauty salons equipment
- Body care products
- Eyelash extension products
- Cosmetics for children
- Equipment and products for beauty salons, solariums

- 23%
- 17%
- 15%
- 14%
- 13%
- 11%
- 9%
- 6%
- 7%
- 4%
- 2%



Victoria Marandici с Светланой Светланой находятся в Молдexpo. 4 марта в 18:37 - Кишинёв

Beauty в этом году и вправду удалась. Невозможно было уйти с пустыми руками 😊



Нравится Комментарий Поделиться

Maria Kuzmitskaia и еще 38



«I am in the nail service industry for a long time and I try never to miss the BEAUTY exhibition. This year I saw a lot of new things, I was interested in the offers of Art Ninelli and KODI. The advantage of the exhibition is a lot of master classes in my specialty at the stands of companies. In addition, many specialists I know visit the exhibition, we exchange impressions about new products. Since I needed to visit the exhibition on different days, online registration proved to be very helpful - there was no need to spend money. Many stylists buy their materials here (since the discounts here are just unbelievable!).



Rodica Cişmaru, nail design stylist

## Visitors' geography

Republic of Moldova

94,6%

Visitors from abroad  
(Italy, Romania, Turkey,  
Ukraine)

5,4%

“To my regret, I could visit the exhibition only on the last day, when there were crowds of people and it was difficult to get through to many stands. But still, I bought a bunch of professional products for my work in cosmetology. I bought gifts for my daughters for March 8 - handmade jewelry. And, of course, I pampered myself with a new cool red lipstick!”

*Tamara Șeremet*





# See you at BEAUTY 2019!



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